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Maclean's

T O R O N T O
FEBRUARY 1

The Inside Story of Communism In Canada





Everyone knows how good Kellogg's Corn Flakes taste served the usual way. Now thousands are discovering that this nutritious cereal, served **PIPING HOT** with **HOT** milk or cream, is marvelously delicious!



Both young hollings are peeping and begging for food. I have seen a pair of adults with their young in the nest. The young are very noisy and very active. They are very curious and very inquisitive. They are very playful and very energetic. They are very intelligent and very resourceful. They are very brave and very fearless. They are very strong and very powerful. They are very beautiful and very attractive. They are very smart and very clever. They are very kind and very gentle. They are very loving and very caring. They are very happy and very content. They are very healthy and very strong. They are very happy and very content. They are very healthy and very strong.



...and the milk is good. I have a good milk
...and the milk is good. I have a good milk
...and the milk is good. I have a good milk

are good for things — help us supply what it means to be
not just a human, but a good one.

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The Last Brick

DETVING, to him after the other day, a Toronto man gave a lift in a shabbily dressed but bright boy. In chatting, he asked the lad what his father did.

Our friend inquired what the father's trade

The boy answered:
"He's a bricklayer. He's a good bricklayer, too. Do you know where my father did? He laid the last brick on the Bank of Commerce building. My mother and sister and I went down to see him do it. Gosh, he looked small, way up

The last brick¹
There must be a last brick in every building
The trouble is that to prevent hope's delusion
You must not let your feet leave the ground

These ought to be most new building. Money is cheaper than at any time during the past quarter century. Real estate values are away

But there is little new construction. Instead, in many cities buildings are being torn down and their sites used for parking lots.

In downtown Toronto, nearly a mile of street business has been ground to huddles.

Because of tears.

Several large institutions in Toronto have plans for new buildings. But the plans are stacked away in safes. Hundreds of men in the building trades are unemployed because those plans are not being used.

However, existing taxes have reduced the number of home owners and potential home owners.

Deposited assets have increased the number of property seizures which have had to be taken over by local governments throughout the Dominion.

All told, it is another version of the vicious circle. Because of high property taxes and the dread of still higher rates, there are few first buyers. Because there are few first buyers, there is wide-

Because of overemployment, national, provincial, and municipal taxes become a stiff burden.

When do we stop going round and round the cul-de-sac?

Reduction of property taxes at one step toward a general tax cut would be one step in a long step toward reduction of unemployment.

Reduction of over taxes curtails the collection of civic expenditures. That may see curtailment of civic services. It may mean curtailment of civic education. It may mean

But it is a matter of increasing a level to rise the disease.

There are signs that the growth of this is being used to promote the growth of the public sector, the growth will be the number of people employed in public enterprise.

In Toronto, for example, there was a reduction in the cost of civic administration last year. Most of the candidates who sought election at New Year pledged themselves to endeavour to lower both expenditures and taxes. If they live up to these promises, Toronto will be one city that

There will be more first books.

The Small Loans Bill

FOR THE fourth year in succession Parliament will be debating small business legislation in Canada.

In 1936, a Senate Committee spent three months studying the question. Reports of one committee member, the subcommittee headed

In 1937, the Harding and Connerly Co. members of the House spent six weeks driving in the operations of two federally licensed airlines companies. Arrangements to their transportation was the more talked out.

In 1938, the Banking and Commerce Committee probed for three months. Its chairman, W. M. Maize, H.F., following the committee's unanimous report, submitted to the House a draft bill named "An Act Respecting Interest on Small Loans." The House took no action.



Unless the bill is changed, the maximum rate suggested for small loans is two per cent per month. This would be the total and inclusive cost to the borrower. It would include all "extras," "service charges," etc.

Most loan companies think that rate is too low and point to the corresponding maximum rate in the United States, which can go from 10 to 15%.

Members of Parliament who support the Bill, most of whom are from rural regions, consider that two pence per pound is something akin to charity.

Yet Parliament has evidence that hundreds of thousands of Canadians have been forced by unscrupulous loan sharks who, by various devices, have raised interest reaching as high as 100 per cent per annum and, in the cases of some

The small loan problem, in essence, is to establish a reasonable rate of interest when money is lent in sums of a few hundred dollars to people of small means, and on personal credit.

The banks, on operating sections and install ment purchase facilities do not meet the demand for that character of work.

- 2 To properly licensed small loan companies operating either under provincial or federal model
- 3 To so-called loan sharks who lend on human need and ignorance things which the profits will bear and get away with it often because of divided jurisdictions

Quoted paragraph completes the problem. Last year's evidence showed that most provinces were sympathetic to the new regulation in the field. But Ontario, Quebec and Manitoba expressed doubts as to the validity of the proposed

It is not claimed that the bill as it stands

There has been sufficient argument. Public opinion, it seems to us, calls for some action.

GET WISE, GUY!

**POISONOUS FATIGUE ACIDS
risking MUSCLES SORE!**

Estimated 1 in 20 people in Canada, but in an estimated million in the U.S., have muscular fatigue acids in their blood. These acids are the cause of muscle soreness.

If an examination reveals lactic acid in your blood, it is a warning sign that you are suffering from muscular fatigue acids. It is a warning sign that you are suffering from muscular fatigue acids. It is a warning sign that you are suffering from muscular fatigue acids.

The Canadian League for Peace and Democracy is now formally Commissioning the study of muscular fatigue acids in the blood of all Canadians. The study is being conducted by the Canadian League for Peace and Democracy. The study is being conducted by the Canadian League for Peace and Democracy.

For Quick Relief:

—Flush them out!

...flush them out with a good flush of water. This is the only way to get rid of the acids. This is the only way to get rid of the acids. This is the only way to get rid of the acids.

ABSORBINE JR.

"For 45 years my preserver has been Absorbine Jr."

...absorbine jr. is a famous skin medicine. It is a famous skin medicine. It is a famous skin medicine. It is a famous skin medicine. It is a famous skin medicine.

BOB MARTIN'S

22,000 Canadians

Choose ST. PETERSBURG

St. Petersburg

Aspirin and salicylates have been found to be the cause of muscular fatigue acids in the blood. The study is being conducted by the Canadian League for Peace and Democracy.

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It is a warning sign that you are suffering from muscular fatigue acids. It is a warning sign that you are suffering from muscular fatigue acids. It is a warning sign that you are suffering from muscular fatigue acids.

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St. Petersburg is a famous skin medicine. It is a famous skin medicine. It is a famous skin medicine. It is a famous skin medicine. It is a famous skin medicine.

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At the same time, it is a warning sign that you are suffering from muscular fatigue acids. It is a warning sign that you are suffering from muscular fatigue acids. It is a warning sign that you are suffering from muscular fatigue acids.

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Free!

**SMART MODERN LAMP
FOR DESK OR RADIO**

...lamp. It is a modern lamp. It is a modern lamp. It is a modern lamp. It is a modern lamp. It is a modern lamp.

...lamp. It is a modern lamp. It is a modern lamp. It is a modern lamp. It is a modern lamp. It is a modern lamp.

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BLACKHEADS

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- 40 CURIOUS ARTICLES
- 14 SPECIAL FEATURES
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— GET —

PARADE

AT ALL NEWS STANDS!

...party. It is a party. It is a party. It is a party. It is a party. It is a party.

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...party. It is a party. It is a party. It is a party. It is a party. It is a party.

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YOU WAS CATCHING A COLD.

...cold. It is a cold. It is a cold. It is a cold. It is a cold. It is a cold.

YOU WAS FULL OF PEP.

...pep. It is a pep. It is a pep. It is a pep. It is a pep. It is a pep.

Check that cold quickly

with Sal Hepatica's Double-Action

SAL HEPATICA'S

Double-Action

YOU WAS CATCHING A COLD.

...cold. It is a cold. It is a cold. It is a cold. It is a cold. It is a cold.

YOU WAS FULL OF PEP.

...pep. It is a pep. It is a pep. It is a pep. It is a pep. It is a pep.

Check that cold quickly

with Sal Hepatica's Double-Action

SAL HEPATICA'S

Double-Action

THE MAN AND THE TRUCK

...working Partners of the Highway



MILLIONS of loads of merchandise travel by truck each year—wheels on the road and a driver in the cab. And now that it's winter, the traveling is tough. Pleasure traffic heads for cover, but trucks—and a man for every truck—must stick to the job! Man and truck go all the way together, cross-town or cross-country—a close and intimate partnership that means a great deal for Canada.

Here's a fact that won't surprise truck drivers, but it may be news to you: *More heavy-duty trucks are purchased from INTERNATIONAL HARVESTER than from any other manufacturer.* ... There are plenty of sound and practical reasons why the man in this man-and-truck

partnership is so often teamed with an International. Hundreds of thousands of International drivers sum it up something like this: "It's a great go-getting truck that you can depend on from every angle and for any need, and that goes for the service too!"

So much for the partners on the highway. Of course the *owner* belongs in the picture too—and how! He's the BOSS. He buys the truck to start with, and that means he and the driver feel the same way about it.

INTERNATIONAL HARVESTER COMPANY
HAMILTON ONTARIO
OF CANADA, LTD.

Truck Factory Located at Chatham, Ontario



International builds every type of truck to meet every trucking requirement, from ½-ton delivery to powerful six-wheelers. In all, there are 30 models in 99 wheel-base lengths. And every one of them is *all-truck* in every inch and ounce of construction and design.

INTERNATIONAL TRUCKS